

A PLACE OF REFINEMENT, OF SERVICE AND QUALITY—  
**THE SWEET SHOP**  
 A Good Place To Meet Your Friends.  
 SUNDAES That are Satisfying  
 Drinks That are JUST RIGHT  
 WE MAKE OUR OWN COUNTER CANDIES  
 WE MAKE OUR OWN ICE CREAM.

At Your Service

HARRY McKIM—Owners—FRANK KINDEL.  
 Bon Bons and Box Candies—McDONALD'S, JOHNSON'S, WHITMAN'S

**JEWELRY OF QUALITY**

Stone Setting and Manufacturing  
 Repair Work of All Kinds  
 Strangers always given our best attention.  
 All Work Guaranteed.

*H. A. Gragg*  
**JEWELER**

**FOR ONE WEEK**

will make

**\$4 enlargements for \$1**

With all Portrait Orders over \$6.00

**THE MOSS STUDIO**

We have moved to the old  
 Davis Building.

**MAKE MONEY**

By Having

**SHOES REPAIRED**

We do the kind of work you  
 should demand.

Boots ordered to measure.

Army Russett Shoes.

**RIGGS' BOOT SHOP**

JOHN G. RIGGS, Prop.

**WILL PURDY**

**Furniture**

HOUSEHOLD GOODS OF QUALITY AND SERVICE—  
 GUNN SECTIONAL BOOK CASES AND OFFICE FURNITURE  
 HOOSIER KITCHEN CABINETS  
 PATHE PHONOGRAPHS AND RECORDS  
 SIMMONS METAL BEDS AND SPRINGS  
 HOOVER AND WESTERN ELECTRIC VACUUM SWEEPERS  
 ELECTRIC WASHING MACHINES AND IRONS  
 THE FAMOUS GARLAND STOVES AND RANGES

Your Credit Is Good!

The Kind of Service You Expect.

**The Well Dressed Man Must Call Often on  
 His Cleaner**

ONE'S APPEARANCE IS HIS GREAT ASSET.  
 WE ARE HERE TO GIVE YOU THAT ASSET.  
 TO DO IT RIGHT—IN THE QUICKEST TIME.  
 We have the only STEAM PRESS IN CARLSBAD.  
 IN EVERY DEPARTMENT—ALL WORK GUARANTEED.

Exclusive agents for:

ED. V. PRICE TAILORING CO.—"Who's Your Tailor?"

**RALPH THE CLEANER**

Ground floor, James bldg

**SOUTHERN AUTO COMPANY**

J. D. HUDGINS, Manager.

(AUTHORIZED FORD AGENCY)

Genuine Ford Parts and Service

SIXTY PER CENT of the AUTOS in county are FORDS  
 NINETY PER CENT of the TRUCKS are FORDS.  
 NINETY PER CENT of the TRACTORS are FORDSONS.  
 —And all work done at this Garage is done by FORD Ex-  
 perts and authorized FORD machinery, and only genuine  
 FORD parts are used.

Better Book Order for That FORD Car Now.

**The Oldest National Bank in Eddy County**

—OFFICERS AND DIRECTORS—

J. F. Joyce, President Clarence Bell, Cashier  
 F. G. Tracy and C. F. Joyce, Vice-Presidents  
 F. G. Snow, Asst. Cashier L. S. Crawford J. G. Lucas

**SERVICE  
 SAFETY  
 SATISFACTION**

Our officers know the county; have helped in its development; they  
 are always pleased to give you the benefit of all these years of  
 experience. MAKE OUR BANK—YOUR BANK

**THE FIRST NATIONAL BANK**

**THE PUBLIC UTIL-  
 ITIES COMPANY**

( By N. O. Shanks )

Physicians say that the man who  
 owns a healthy heart is never  
 aware of it. A heart which func-  
 tions normally, which never de-  
 presses with fatigue, or slows up  
 under undue pressure, which con-  
 tinues to pump life and energy  
 through his body, even in times  
 of stress, is the normal heart, and  
 one of which any man may be  
 justly proud.

Towns are like people. Towns  
 which have healthy life centers  
 which function normally, and keep  
 all its corporate body supplied with  
 life and energy are healthy towns.  
 Phenomenally lucky that they pos-  
 sess such a vigorous central sta-  
 tion. Water lives, without which  
 no town could exist, even for a  
 day; light and power, second only  
 to water in their necessity, and a  
 telephone system comprise the ar-  
 terial system of the modern town.  
 And Carlsbad is indeed fortunate  
 in that its heart, which is the  
 Public Utilities Company, is a heart  
 which functions normally, which  
 never fails it in time of stress, but  
 beats an even, normal pulse at  
 high noon day, or in the quiet of  
 low twelve.

But are there not things to be  
 remembered about this great heart,  
 this magnificent system whose ar-  
 teries touch on every side the  
 daily life of Carlsbad? Certainly!

Consider first the water system,  
 and its bountiful supply of clear,  
 cold and pure water drawn from a  
 swiftly flowing underground river,  
 hidden beneath thick strata of  
 protecting rock. And that a great  
 iron standpipe carries a constant  
 reserve of many thousand gallons,  
 constantly diminished, and con-  
 stantly renewed from the under-  
 ground river by swiftly turning  
 pumps, operated by electric power.  
 Many towns larger than Carlsbad,  
 boast no such ample supply. Nine  
 miles of cast iron main distribute  
 it and the average daily consump-  
 tion is two hundred thousand gal-  
 lons.

Seventy thousand horsepower  
 hours of energy flow over the pow-  
 er lines of the company every  
 month, ready to be released by the  
 mere turning of a button into heat,  
 or light, or power.

A ring at the telephone calls up  
 one of six hundred subscribers on  
 the company lines, or one of the  
 myriad of other telephone users  
 scattered all over the western  
 slope. Men talk to Colorado, to  
 Oklahoma, to Texas, over P. U.  
 lines, and their connections, and  
 consider it only a commonplace.  
 The six operators employed by the  
 company handle an average of a  
 call every ten seconds throughout  
 the day and night, but the peak of  
 this business comes between eight  
 thirty and ten, when more tele-  
 phone business is done than at  
 any other period in the day.

There are twenty-two people in  
 the employ of the company, and  
 their monthly payroll amounts to  
 twenty-five hundred dollars. Nor  
 are these employees the hired  
 hands of a soulless foreign corpora-  
 tion, looking only for its dividends  
 from the comfort of the people.

No!

The employees of the Public  
 Utilities Company are your friends.  
 You know most of them by name.  
 And in times of stress they and  
 the whole mechanical system at  
 their command always respond  
 magnificently to the demands made  
 upon them in the call of the town.

The Public Utilities Company,  
 the heart of the town of Carlsbad,  
 is a normal, healthy heart, and  
 like the healthy hearts in our own  
 bodies, never calls attention to it-  
 self by poor and inefficient ser-  
 vice. It does its work quietly and  
 easily with no friction, and so

Men forget it!

But it is well worth cherishing.

The Public Utilities Company  
 with its investment of half a mil-  
 lion dollars spent for service, de-  
 serves your praise.

**—THE GROWING BANK—GROW WITH US—  
 A BANK YOU CAN DEPEND ON!**

You can always depend on this bank. It main-  
 tains a friendly business relationship with its  
 customers through careful and conscientious atten-  
 tion to their interests, whether large or small.

**THE STATE NATIONAL BANK**

—OFFICERS AND DIRECTORS—

G. M. Cooke, President W. A. Craig, Cashier  
 Tom Runyan, Vice-Pres.  
 F. F. Doepp, W. R. Fenton, H. C. Kerr  
 J. G. Usery L. A. Swigart C. R. Brice

Established as a National Bank for Seventeen Years

**THE NATIONAL BANK OF CARLSBAD**

ALWAYS READY, WILLING AND ABLE TO ASSIST IN EVERY  
 LEGITIMATE BUSINESS ENTERPRISE

E. HENDRICKS, Chairman of the Board  
 J. N. LIVINGSTON, President J. A. LUSK, Vice-President  
 T. C. HORNE, Vice-President SAM J. LUSK, Asst. Cashier  
 FRANCIS H. RYAN, Cashier.

**THE BOSTON STORE**

THE PLACE WHERE PEOPLE TRADE TO THEIR ADVANTAGE

Our business has doubled over each year since we  
 started. Acquaint yourself with our method of doing  
 business and you'll have the answer why.

—WE FEATURE—

Peters and Hamilton Brown Shoes, E. & W. Shirts for  
 Men; Waists for Ladies, Wilson Nelsons Suits for Men.  
 TO STRANGERS: Come in and get acquainted.

**WERTHEIM'S—THE BOSTON STORE**

**R. M. THORNE**

**Furniture**

THE PIONEER FURNITURE STORE OF EDDY COUNTY

STRANGERS to the City invited to make our  
 place a resting place, and ask us questions  
 about our city and county. We have been  
 in the Valley nineteen years in the furniture  
 business and know conditions.

"OLD TIMERS" KNOW our reputation for High Grade  
 Furniture, Stoves, Floor Coverings and Window Shades.

**Are You Going to Build?**

WE ADVISE YOU NOT TO DELAY

Those Who Know are placing their orders now for future delivery.

More than \$100,000 building campaign here  
 has started; Carlsbad must have more homes;  
 more rental houses; more business houses. . .  
 TALK TO US ABOUT BUILDING MATERIALS.

**THE GROVES LUMBER COMPANY**

R. E. WILKINSON, Proprietor.

**CARLSBAD CAFE**

WONG WY, Proprietor  
 ("Chicken")  
 210-212 Fox Street  
 SHORT ORDERS  
 AT ALL HOURS

Regular Dinner, 40c.

Quality-Service-Satisfaction

**W. G. BROWN**

**Star Planing Mill**

CABINET WORK  
 BODIES FOR FORDS  
 SCREENS

GENERAL BLACKSMITHING

All Work Guaranteed.  
 Just east of the Southern Auto Co.

**Guaranty Abstract & Title Co.**

RELIABLE ABSTRACTERS

ABSTRACTS AND INSURANCE

At Your Service Promptly

**THE PUBLIC UTILITIES CO.**



**LIGHTS---POWER--WATER--TELEPHONES**